ADVERTISING MEDIA KIT

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What is MarkTheDay.com?

❖ MarkTheDay.com is a free calendar reminder service

  ➢ Marktheday sends email reminders for its user's saved special occasions, holidays, events and appointments.

The Big Bang:
High Conversion Advertising

❖ Each email reminder is a high conversion advertising opportunity.

➢ Reminders are sent to consumers at the precise moment they are considering a purchase.

➢ Each user profile indicates what products are wanted for purchase on the occasion.

➢ Links to the products that match the profile of the occasion are sent with each email reminder.

➢ Members benefit from special offers that are offered by Marktheday.com affiliates.

➢ Advertisers benefit from targeted advertising and representation as a "Trusted" Marktheday.com advertiser.

Email Reminder Examples

❖ **Special Occasion Reminders**

➢ MarkTheDay.com user 'Steve' receives a reminder for his nephew's birthday. In Steve's profile, we know that Steve's nephew likes toys. Accordingly, we'll send Steve links to our toy affiliate's websites with any promotional offers and a "Trusted" Marktheday.com seal.

❖ **Holiday Reminders**

➢ Valentines Day: reminder emails include links and promotions to our "trusted" flower and chocolate affiliates.

➢ Mothers Day: reminder emails include links and promotions to our "trusted" jewelry and flowers affiliates.

ADVERTISING OPTIONS:
BANNER ADS, TEXT ADS, EMAIL ADS & TRAFFIC EXCHANGE

BANNER ADS
Banner ads include active links which are featured on all MarkTheDay.com pages. These ads will reach a maximum amount of users with a high impact and valued branded message.

CATEGORY ADS
Category Ads are comprised of a title, description and active URL which is placed only on the relevant category pages. Therefore, if you are a flower affiliate, your ad will be placed on our floral resource files. These ads offer less leads, but much more targeted visitors.

EMAIL ADS
Email ads are active links, which are included in appointment, occasion and holiday reminders whose events or profiles match your product. Email ads are a targeted form of advertising that reach the consumer when they are most likely to make a purchase.

TRAFFIC EXCHANGE
Depending on an advertiser's site traffic, reciprocal advertising options may be available. In this scenario, we would accept a portion of reciprocal advertising in place of payment for advertising.

Banner Advertising

❖Here is sample of a Banner placed on each users' main Calendar page.

Category Advertising

❖ Category placement banner ads use eye catching images to reach users who are looking for specific products and services.

❖Category placement text ads reach users who are looking for specific products and services.

➢Users navigate to these pages from any page on the site or from links in their reminder emails.

Email Advertising

❖Email ads are targeted to users that have indicated that they are interested in your product at a time when they're most likely to make a purchase.

➢This is sent in the form of Special Occasion Reminders for Birthdays, Anniversaries and other occasions.

Dear jamie,

Don't forget! Wendy's Birthday is on Wednesday, March 12, 2008

You indicated that Wendy likes Electronics & Computers, Books, Music, Movies, Home & Garden

    Click here for Electronics & Computers gifts and ideas
    Click here for Books gifts and ideas
    Click here for Music gifts and ideas
    Click here for more Marktheday ideas and gifts

Click here to manage your special occasions
Click here to manage your holidays
Click here to manage your appointments

SHERRY'S CHOCOLATES
YOU CAN'T EAT JUST ONE!

Best Regards,
www.Marktheday.com
Stay organized in the web!

_____
Find & Post Rentals & Rooms at www.Sublet.com

Click here to unsubscribe from all marktheday.com emails and reminders.
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Traffic Exchange Example

- Traffic exchanges can be used to offset costs for other advertising options on MarkTheDay.com.

Traffic Exchange as Text Link
Free Calendar Service
(points to www.MarkTheDay.com)

Rates and Payment Options

❖ **Pay Per Click**

➢ You are only charged when a user clicks on your ad.

➢ Payment is due on the 1st of each month for previous month's advertising.

➢ Credit Card payment is preferred.

➢ Monthly Budgets can be instituted.

❖ **Flat Rate**

➢ Call for pricing.

➢ Rates vary depending on campaign details.

➢ Credit Card payment is preferred.

Advertising Packages

- Triple Play

  - The highest level of integration on our site, packages are comprised of Banner ads, Email ads and Category ads.

- Double Play

  - The intermediate level of integration on our site, packages are comprised of Banner and Category Ads.

- Single Play

  - With a standard program, choose one of our three advertising options. (Banner/Email/Category)